The issue you are facing today is not one of copyright protection - it is one of revenue protection and one of status quo protection. Media creators have been conditioned to expect a certain level of revenue from their products, but that revenue is only possible due to the nature of the distribution method - the status quo. You must decide if it your job to ensure a steady source of revenue at the cost of hindering new technology. Make no mistake about it, any attempt to force digital transmission of technology to mirror analog will destroy the chances of digital transmissions success.